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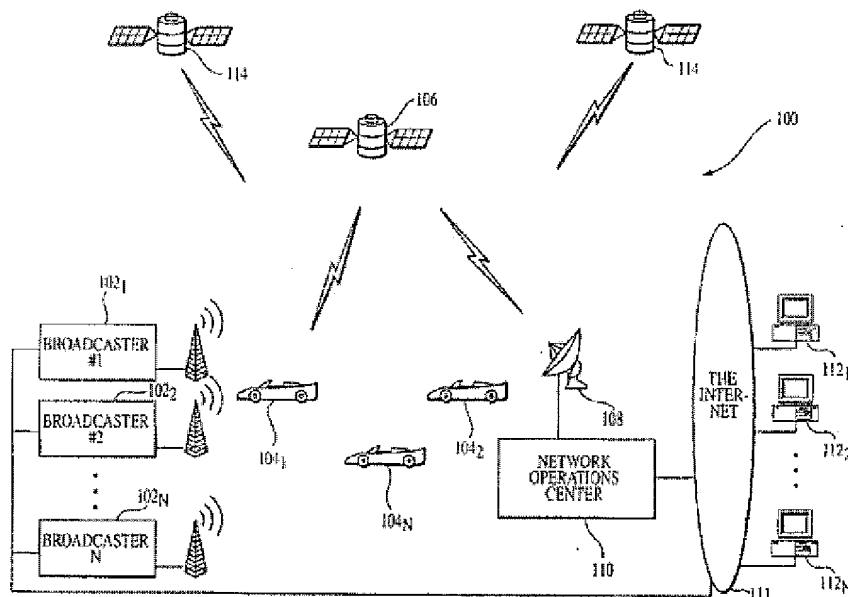
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1 broadcast station via a network and the digital radio broadcast server
2 residing within the *digital radio broadcast station is configured to*
3 *receive the request and transmit the response message to the*
4 *receiver* in accordance with the request.

5 In making out a rejection of claim 1, the Office states that Noreen discloses
6 all of the elements of the claim. (*Office Action of 11/28/06*, p. 4-5). Applicant
7 respectfully disagrees. Nevertheless, Applicant has amended claim 1 to further
8 clarify the claim from the cited reference.

9 Applicant thus submits that Noreen fails to disclose a “receiver [that]
10 is...configured to receive a response message from the digital radio broadcast
11 station that transmits the audio content”. Instead, Noreen teaches that “feedback
12 to the subscribers...[is] received at individual subscribers *computers*” or the like,
13 represented by reference number 112 in Noreen’s Fig. 1 reproduced below. In
14 addition, Noreen fails to disclose a “digital radio broadcast station [that] is
15 configured to...transmit [a] response message to [a] receiver”. (emphasis added).
16 Noreen at most discloses a Network Operations Center 110 that provides feedback
17 to computers 112 or the like.



1 Applicant also notes that during the latter of the afore-mentioned Examiner
2 interviews, the Office also agreed Noreen fails to disclose these claim elements.
3 Applicant once again thanks the Office for its insight.

4 For at least this reason, this claim stands allowable.

5 In addition, Applicant also submits that Noreen fails to disclose “a feedback
6 loop between the receiver and the radio broadcast station *that transmits the audio*
7 *content*”. (emphasis added). Instead, Noreen at most teaches a broadcaster 102
8 that transmits audio content—but cannot receive communication from a
9 receiver—and a network operations center that provides feedback to a subscriber’s
10 computer 112 or the like. As such, Noreen fails to create a feedback loop
11 “between the receiver and the radio broadcast station *that transmits the audio*
12 *content*”, as recited in Applicant’s claim. (emphasis added).

13 For at least this additional reason, this claim stands allowable.

14 **Claims 2-20** depend from claim 1 and, by virtue of this dependency, the
15 above comments directed to claim 1 apply equally to these claims. Moreover,
16 these claims recite features that, when taken together with those of claim 1, define
17 systems not disclosed by Noreen.

1 **Conclusion**

2 The Applicant respectfully requests reconsideration and withdrawal of the
3 rejections of claims 1-20 and favorable action on the subject application. If any
4 issue remains unresolved that would prevent allowance of this case, the Examiner
5 is requested to contact the undersigned agent to resolve the issue.

6
7 Respectfully Submitted,

8 Date: 2/26/2007

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